



California Branded Program Workshops

Los Angeles, Clovis and San Francisco

August 19-21, 2013

Agenda

9:00-9:30 a.m. Check-in and Networking

9:30-9:50 a.m. WUSATA & California Department of Food and Agriculture Welcome

- Welcome and overview of California agriculture and exporting resources
- **Speaker:** *California Department of Food and Agriculture (CDFA)*

9:50- 10:50 a.m. WUSATA's Branded Program Overview

- Learn how to receive 50% reimbursement on eligible international marketing expenses with an introduction to newly eligible activities, how to apply and how to get paid
- **Speaker:** *Janet Kenefsky-Henderson, WUSATA*

10:50-11:00 a.m. Break/Networking

11:00 a.m.-12:00 p.m. WUSATA's Branded Program Overview (*continued*)

12:00-1:00 p.m. Networking Lunch

1:00 p.m. Adjourn



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